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Dawn Klug-Christman
VP Sales and Marketing
Superior Search



Superior Search Improves Business Performance with Taleo Business Edition

Superior Search is a recruitment organization specializing in building customized talent acquisition programs for their clients worldwide. With more than 45 years of experience in various industries—including aerospace, pharmaceutical, and transportation—Superior Search delivers high quality candidates in a cost-effective manner.

Before Taleo, Superior Search had inefficient, paper-based processes that required printing out resumes for every candidate they sourced or screened. In addition, their candidate tracking and client reporting capabilities were limited and cumbersome. As Superior Search grew, it was obvious that their customer management software and proprietary server could not handle the demands of an information-intensive search organization.

Superior Search began struggling to meet their objective of delivering the highest level of customer service because critical resources and skills were diverted to printing, screening and sorting candidates. The team understood that successful recruitment depends on timely and current information.

With the key business goal of creating a paperless system that would allow them to maintain a high level of customer service, Superior Search sought a technology solution to meet their requirements. Although they analyzed other vendors, the Superior Search team unanimously decided that Taleo Business Edition™ offered the eRecruiting solution they needed to meet their business objectives. Given that Superior Search’s anchor clients also had chosen Taleo for their recruitment tools, it made sense to stay on the same technology path.

“Now we are definitely more efficient and are working toward becoming completely paperless. It is much easier to provide exceptional service to customers when you have the ability to access information right at your fingertips. I can discuss a process with a client and be confident that we can not only deliver against it, but also provide all of the supporting documentation a client needs when they recruit talent,” says Dawn Klug-Christman, Vice President of Sales and Marketing at Superior Search.

“There isn’t much to debate when a product has not only made your team more efficient, but also reduced costs and cycle times and increased revenues across the board.”

Timothy R. Sweet
Project Manager
Superior Search

Flexible Technology Easily Scales and Adapts to Client Needs

The decision to go with Taleo coincided with the rapid expansion and increased hiring needs of Superior Search’s largest client. To meet these demands, Superior Search ramped up their staff. Prior to Taleo, it was difficult to get new employees up to speed. Now, a new user can start working with minimal training. Scalability is a key component to the success of Superior Search’s business model. Superior Search is now able to hire and then scale back when necessary, without losing critical data or momentum.

Building customized recruiting programs requires a flexible system. Superior Search easily configures Taleo to manage both simple and complex searches. “The beauty of Taleo is that we’ve been able to use one system and tailor it to the needs of different clients,” says Steve Nordrum, Managing Recruiter.

Pinpointing Candidate Data in a Deep Talent Pool

Superior Search manages hiring events around the world. Regardless of location, critical information is now accessible through Taleo’s web-based system in which candidate data can be entered or updated immediately allowing clients to review their talent pool in real time. Harnessing this information into detailed reports gives Superior Search and their clients insight into the marketplace, which then assists in determining various recruiting strategies.

Prior to Taleo, Superior Search would source and print hundreds, if not thousands, of resumes for hiring events. After the event, the information within those resumes was inaccessible. Now with Taleo, those candidates are in a database and can be easily retrieved using key word searches. “We can keep fishing in the pool to find the best fish for the job. We didn’t have that capability at all before Taleo, unless someone was a really fast reader,” says Timothy R. Sweet, Project Manager.

The search function has never been more important since in less than six months the Superior Search database has tripled in size. To protect their most valuable asset, Superior Search relies on Taleo’s offsite storage to ensure that no information is lost.

Easy Transition Yields Big Results

For Superior Search, transitioning to Taleo could not have been easier. The process was seamless and took only 30 days to complete. “The Taleo representative knew we were going through major growth at the same time of the transition and did everything possible to ensure it went as smoothly as possible,” says Sweet.

“A number of major, time sensitive projects would have been nearly impossible to execute using our old process. Our staff has reduced their sourcing time by 200 percent by using key word searches.”

Robert A. Duncan
Principal
Superior Search

Superior Search created a website for transportation professionals called superiortrucker.com. Data within Taleo can be linked to automatically generate a job posting on the website. Now Superior Search is focused on driving traffic to that website through advertising links and targeted emails to the appropriate candidates in the Taleo database. Considering the relatively low cost and high visibility of creating websites, Superior Search is planning to take this concept and apply it to other segments of their business to further expand their candidate pool.

Taleo Reduces Sourcing Time and Improves Billing Processes

Since implementing Taleo, Superior Search has seen some significant benefits to its business. “A number of major time-sensitive projects would have been nearly impossible to execute using our old process. Our staff has reduced their sourcing time by 200 percent by using key word searches. We were able to produce against deadlines because we had this system,” says Robert A. Duncan, Principal.

Not only has Superior Search reduced costs due to decreased sourcing time, but they have also been able to capture the information needed for more accurate billing. When a requisition is created, a retainer invoice goes out immediately in contrast to how the process worked before. They can now monitor their billable hours more closely and ensure they receive appropriate compensation for the work they did. Since implementing Taleo, they have seen a significant increase in revenue of approximately \$300,000 in just five months.

With the new system in place, Superior Search works faster and produces higher caliber candidates due to a more robust database. “Taleo helps us immensely today, but as we go forward down the road it’s only going to help us improve our fill rate—our overall effectiveness for the clients that retain us. There isn’t much to debate when a product has not only made your team more efficient, but also reduced costs and cycle times and increased revenues across the board,” says Sweet.



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ABOUT TALEO

Leading organizations worldwide use Taleo on demand talent management solutions to assess, acquire, develop, and align their workforce for improved business performance.

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